

January 6, 2015

Dear Vendors (Past and Future)

The 2014 edition of Muskegon Bike Time is in the books and the board of trustees would like to thank each of you for your contribution to the continued success of the event. Without your dedication to Bike Time (returning year after year) and your hard work here, the event would not be as successful as it is.

The 2014 event drew an estimated 120,000 plus people over the course of four days, and an estimated 75,000 motorcycles. We had over 50 vendors marketing a variety of products including food, clothing, jewelry, motorcycle parts, insurance, home improvement, and social services. We also had the Michigan State Police Motor Cycle Demonstration Team and the Secretary of State's mobile unit here. All in all vendors of all types were well represented.

Vendors who have been with us for all eight years may have noticed that the space available for vending continues to shrink. This is due to the revitalization efforts going on in the downtown district. This trend is continuing into 2015 with several former vacant lots being sold to developers, as well as the city putting the largest lot on Western Ave., up for sale. This means even less space for our event.

At the end of the 2014 event we put together a questionnaire to determine what patrons wanted, liked, and disliked. The overwhelming response regarding the future of Muskegon Bike Time is patrons of our event want more merchandise vendors, more motorcycle and parts vendors, and more entertainment. Combining these responses with the shrinking availability of space to meet these additions, and everyone's desire for sustainability, it becomes apparent something needs to change.

To sustain the event, and provide a venue for you to sell and or promote your product, we are expanding the event to a central and convenient location; central to more surrounding communities, and convenient by being located between the two major traffic arteries feeding Muskegon, US 31 and I 96. With over 90 acres of space the new location will provide the space for the growth and sustainability of Muskegon Bike Time. The new location will accommodate addition vendors, including large semi-truck displays, entertainment, (We are building a moto-cross track), and an expanded concert venue, all of which will provide for increased vending opportunities.

Ingress and Egress for vendors will be easier and parking for your supply/towing vehicles will be much more convenient. In addition we will have room for picnic tables throughout the venue for patrons to sit and enjoy their food purchases, examine merchandise purchases, or just sit and rest.

As you can see from the architectural concepts, (see link to drawing on our web page under vendors) the new location and layout is exciting, expansive, and will provide for the sustainability of Muskegon Bike Time. Also see directions at the same location.

The dates for the 2015 event are July 16 through July 19, with the event opening at noon on July 16. Check in and set up will be Wednesday, July 15, or earlier with prior permission at the site on Harvey St., (see map link on our web page under vendors for directions). As always, power and water will be available, and our staff will work with you to provide the necessary support for your success at the event.

The vendor's contract is live on our website, muskegonbiketime.com. Just click on the vendor button and the form will load. Please note the change in fee structures for power and clean up. Please complete, follow the instruction (some have changed) mail it to me at the address provided below.

We are still working with city officials to accommodate vendor's downtown, however, unless or until we can work around the space problems, all applications will be for space at the expanded site. If we are successful regarding downtown, vendors will have a choice of either or both locations. I will keep you advised of this. All entertainment will be at the expanded location; all concerts, stunt shows, motor cross, fire performers, Bike Time beer tents and live music, etc.

Statistics to consider (Taken from our 2014 survey)

93% of patrons have attended multiple years

Average ages: 32% were between 26 and 41 years of age

59% were between 42 and 60 years of age

82% currently or previously owned a motorcycle.

If you have any questions I am always open to listening to them, so do not hesitate to contact me either via phone or email. I have included my contact information below.

Sincerely,

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